

1 of 8

Last Received: 07/19/2012 3:24 PM
Showing Buylines: All Lines

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

DETROIT INT. BRIDGE CO 2012 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	2P-3P	RACHEL RAY	:30	\$100.00	10/16-10/16	1	1	1	\$100.00	
	Rating: 1.2											
	2	W	2P-3P	RACHEL RAY	:30	\$100.00	10/17-10/17	1	1	1	\$100.00	
	Rating: 1.2											
	3	TH	2P-3P	RACHEL RAY	:30	\$100.00	10/18-10/18	1	1	1	\$100.00	
	Rating: 1.2											
	4	F	2P-3P	RACHEL RAY	:30	\$100.00	10/19-10/19	1	1	1	\$100.00	
	Rating: 1.2											
	5	M	12P-1P	NEWS	:30	\$450.00	10/15-10/15	1	1	1	\$450.00	
	Rating: 4.6											
	6	TU	12P-1P	NEWS	:30	\$450.00	10/16-10/16	1	1	1	\$450.00	
	Rating: 4.6											
	7	W	12P-1P	NEWS	:30	\$450.00	10/17-10/17	1	1	1	\$450.00	
	Rating: 4.6											
	8	TH	12P-1P	NEWS	:30	\$450.00	10/18-10/18	1	1	1	\$450.00	
	Rating: 4.6											
	9	F	12P-1P	NEWS	:30	\$450.00	10/19-10/19	1	1	1	\$450.00	
	Rating: 4.6											
	10	M	3P-4P	DR OZ	:30	\$100.00	10/15-10/15	1	1	1	\$100.00	
	Rating: 1.5											

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () DETROIT INTL BRIDGE

Product order

Estimate# C15C21

Buyer Sarah Linden

Phone#

Fax#

Agency () SMART MEDIA GROUP

814 KING STREET - SUITE 200

ALEXANDRIA, VA 22314

Agency C/P1/P2/E DIBC/ORDR/C15C21

Flight Dates 10/15/2012 - 10/21/2012

Hiatus Weeks

Rep Firm

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	65	F	7P-730P	INSIDE EDITION	:30	\$425.00	10/19-10/19	1	1	1	\$425.00	
Rating: 3.8												
	66	SU	7P-8P	DATELINE	:30	\$700.00	10/21-10/21	0	0	0	\$0.00	
Rating: 11.7												
Buyline Comment: SEE MG ON LINE 70												
	67	SU	8P-9P	HARRY S LAW	:30	\$1,000.00	10/21-10/21	0	0	0	\$0.00	
Rating: 12.2												
Buyline Comment: SEE MG ON LINE 71												
	68	F	10P-11P	DATELINE	:30	\$300.00	10/19-10/19	1	1	1	\$300.00	
Rating: 2.4												
	69	SA	8P-11P	DATELINE	:30	\$250.00	10/20-10/20	1	1	1	\$250.00	
Rating: 1.9												
	70	SU	7P-8P	FB NIGHT IN AMER	:30	\$700.00	10/21-10/21	1	1	1	\$700.00	
Rating: 11.7												
Buyline Comment: MG FOR LINE 66 TO REFLECT PRGM CHANGE												
	71	SU	8P-1130P	SUN NIGHT FOOTBALL	:30	\$1,000.00	10/21-10/21	1	1	1	\$1,000.00	
Rating: 12.2												
Buyline Comment: MG FOR LINE 67 TO REFLECT PRGM CHANGE												

---REPORT TOTALS---

Report Totals: 73 / \$33,225.00

---SALES MONTHLY TOTALS---

Oct 12: 73 / \$33,225.00

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Hiatus Weeks

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Sales Totals: 73 / \$33,225.00
Station Totals: 73 / \$33,225.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$110,750	CATV	0%	WOOD	30%	WOTV	0%	WWMT	30%	WXMI	10%
		WXSP	0%	WZPX	0%	WZZM	30%				

---COMPETITIVE COMMENTS---

SHARES EST

Books	NOV11
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE